



Finance Department

June 20, 2012

Dear Members of the Tourism and Marketing District:

RE: Notice of Petition Period

As required by the procedures recently approved by the City of Chula Vista City Council, the Finance Department is providing members of the Tourism and Marketing District with notice of the petition period.

Written petitions for district disestablishment may be submitted during the 30-day petition period commencing July 14th and ending on August 12th of each calendar year of operation by the Chula Vista Tourism and Marketing District (CVTMD). Petitions must be delivered in person to the City of Chula Vista Finance Department located at 276 Fourth Avenue, Chula Vista, CA, 91910 during regular business hours, Monday - Thursday, 10:00 am – 4:00 pm.

On May 4, 2012 the City sent a draft copy of the proposed Petition Procedures to each of the Hotels and Motels members of the CVTMD. City staff presented the draft Procedures and responded to questions at the TMD Hotel and Motel Sub Committee meeting on May 8, 2012, and the item was discussed at the May 22, 2012 meeting of the Chula Vista City Council.

The CVTMD Petition Procedures were approved by the City Council on June 12, 2012. Petitions which meet the requirements established in the Procedures will be accepted for review by the Finance Director and need not be in a specified format. However, a sample petition form which meets all the requirements established in the Procedures has been created for your convenience. A copy of the Petition Procedures and a sample petition form are enclosed. These documents are also available at the Finance Department, 276 Fourth Avenue, Chula Vista, CA, and on the City's website (www.chulavistaca.gov) under the Finance Department and City Clerk's Office.

Per the adopted procedures, the City shall provide this annual notice on or before June 1st each year. This notice is being provided after the June 1st deadline, as the procedures were not adopted until June 12th of the current year.

If you have any question, please feel free to contact me at 619-409-5818 or email me at mkachadoorian@chulavistaca.gov.

Sincerely,

Maria Kachadoorian
Director of Finance/City Treasurer

cc: Jim Sandoval, City Manager
Glen Googins, City Attorney